

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 05618 151211Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----151212Z 038240 /22

R 150912Z MAR 77

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 0100

UNCLAS BANGKOK 5618

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI

REF: USDOC 02079

1. THAILAND
2. CNTRY CODE: 549
3. SER.NO. NA
4. INTERNATIONAL RESEARCH ASSOCIATES (INRA) LTD.
- 4A. CODE: NA
5. 968 RAMA IV ROAD, DUSIT THANI BLDG., 11TH FLOOR, ROOM NO.1102
6. BANGKOK, THAILAND
7. ESTABL: 1968
8. EMPL: 25
9. SIZE: (20-X) MEDIUM
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: LOCAL AND ABROAD
12. RPT.DATE: 03/77
- 13A. 73920. MANAGEMENT, CONSULTING, PUBLIC RELATIONS SERVICES
14. CONTACT: WANPHEN NOHAKET TITLE: GENERAL MANAGER
15. CABLE: INRAFAREAS
16. TELEX: NA
17. TEL: 233-3268
18. FINANCIAL REFS: SIAM COMMERCIAL BANK LTD., 1060 PETCHBURI
ROAD, BANGKOK.
19. TRADE REFS: DUN & BRADSTREET INC., 99 CHURCH STREET,
NEW YORK, N.Y. 10007
20. AGENCY REP: NA
21. INTERNATIONAL RESEARCH ASSOCIATES (INRA) WAS ESTABLISHED AND
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REGISTERED AS A CORPORATION IN 1968 WITH AN AUTHORIZED
CAPITAL OF \$20,000. IT PROVIDES THE FOLLOWING SERVICES:
MANAGEMENT CONSULTING, MARKET RESEARCH, FEASIBILITY STUDIES,
PUBLIC OPINION AND MEDIA RESEARCH, MANAGEMENT & PUBLIC
RELATIONS RESEARCH, FINANCIAL SYSTEMS MANAGEMENT, ORGANIZA-
TIONAL STUDIES, AND SPECIALIZES IN CREDIT, MANAGEMENT AND
RELATED FIELDS. ITS RENTED OFFICE OCCUPIES 85 SQ. METERS ON

THE 11TH FLOOR OF DUSIT THANI BUILDING. SUBJECT FIRM'S
PRESIDENT IS DR. FREDERIC L. AYERS, AN AMERICAN CITIZEN AND
FORMER ASSISTANT PROFESSOR AT COLUMBIA UNIVERSITY, WHO IS
CURRENTLY A LECTURER IN MARKETING AT CHULALONGKORN UNIVERSITY,
BANGKOK COLLEGE AND THE NATIONAL INSTITUTE OF DEVELOPMENT
ADMINISTRATION. AYERS IS ALSO A DIRECTOR AND FOUNDER OF
BUSINESS RESEARCH LTD., A LOCAL MARKET RESEARCH FIRM. INRA,
WITH ITS STAFF OF 25, HAS CONDUCTED STUDIES FOR MANY GOVERNMENT
AGENCIES AND PRIVATE FIRMS IN THAILAND INCLUDING
GENERAL MOTORS, CATHAY PACIFIC AIRWAYS, THAI
INTERNATIONAL AIRWAYS, MOBIL OIL, THE THAI MILITARY
BANK, THE BANGKOK PORT AUTHORITY AND THE TOURIST
ORGANIZATION OF THAILAND. A LOCAL BANK REPORTS
FAVORABLY STATING THAT INRA MAINTAINS A SATISFACTORY
ACCOUNT. THE EMBASSY CONSIDERS SUBJECT TO BE AN
ACCEPTABLE BUSINESS CONTACT FOR U.S. BUSINESS FIRMS.
22. PREPARED BY: SATHIT APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO05618
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770088-0703
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770360/aaaacanr.tel
Line Count: 81
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 863a7bb8-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
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Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3111918
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/863a7bb8-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
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